



**New York Leadership Forum**  
Saturday, November 22, 2008

## **PANEL OVERVIEWS**

**11:00 a.m. - 12:30 p.m.**

### **Communications**

Panelists and participants will discuss innovation in communication, and how to navigate the changing landscape of new media. Participants learn tested lessons and common challenges for promoting ideas using traditional and new media. This session will give participants new insight into these trends and help them improve communication for personal or professional pursuits, especially in times of uncertainty.

- Megha Desai, Director, The Desai Family Foundation
- Robert Siegfried, Principal and Partner, Kekst and Company
- Rachel Sterne, CEO, GroundReport.com

### **Team Leadership**

Panelists in this session will discuss how to motivate and manage peers, especially in times of uncertainty. Participants will learn about collaborative leadership, organizational structure, and lessons from grassroots advocates who have used them successfully. This session offers new insight into teamwork for professional and personal projects.

- Elizabeth Caputo, Chairman, Democratic Leadership for the 21<sup>st</sup> Century
- Andrew Hoppin, Technology Consultant, NASA, Mission Ad Works, DEABrasil
- Darnell Strom, Millennium Network Director, William J. Clinton Foundation

### **Personal Branding and Marketing**

Branding is a vital skill for leaders in all fields. Panelists will outline how to use marketing tactics to brand yourself and share strategies to successfully define your image. This session will help participants market themselves inside and outside of the workplace.

- Kaplan Mobray, US Recruitment Marketing and Diversity Recruiting Leader, Deloitte & Touche USA, LLP
- Courtney O'Donnell, Director of Marketing, William J. Clinton Foundation



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2:00 – 3:30 p.m.

### **Create Change as a Social Entrepreneur**

This panel will explore resources and best practices from successful social entrepreneurs. This session is for individuals involved in social endeavors and interested in becoming more effective change makers through organizations that promote social good. Participants will gain inspiration, and learn more about the difficulties and rewards of social entrepreneurial work.

- Seth Green, Founder and Board Chair, Americans for Informed Democracy
- Nanci Luna Jimenez, Founder, Luna Jiménez Seminars & Associates
- Carrie Sanders, Director of Development and Strategic Partnerships, charity: water
- Liza Vadnai, Director of Marketing, GOOD Magazine

### **Career Transitions**

This panel will highlight how to combine personal and professional experiences into a fulfilling career serving public good. Participants will learn how to prepare for a transition with experienced career experts. This session is especially designed for those who have ambitions to work in public service or the non-profit sector.

- Marci Alboher, Columnist and Blogger, The New York Times, and Author, One Person/Multiple Careers: A New Model for Work/Life Success
- Stuart Parkin, Founder, Sparkin LLC
- Kathleen Pessolano, Attorney, O'Melveny & Myers LLP

### **Driving Change from the Private Sector**

This panel will focus on how individuals working in the private sector can leverage their experience and influence to drive social change. Panelists will discuss how they have balanced work with other pursuits, and participants will explore ways to create change within their own careers. This session is for people who want to make a difference while remaining in the private sector.

- Elizabeth Addonizio, Associate, Investment Banking Division, Morgan Stanley
- John Nolan, Investment Banker, Goldman Sachs
- Shamina Singh, COO and Director of Communications and Strategy, Global Community Relations Division, Citi